Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer-implemented method for marketing and provision of an electronic service, the method comprising:

searching a database for a match between user input indicating a problem associated with a customer of a service provider and information in the database;

obtaining, as result of the searching, a keyword from the information in the database;

determining, based upon the keyword, an offered service, the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with a technical weighting comprising a technical utility of the offered service to resolve the problem, and a preference weighting comprising a stored predetermined value indicating a preference of the service provider to sell the offered service to the customer;

determining a weighted value corresponding to the offered service, the weighted value being based, at least partially, upon the technical weighting and the preference weighting;

prioritizing the offered service based upon the determined weighted value; and

generating a set of suggested services, the set of suggested services comprising the offered service.

2. (Previously Presented) The method of claim 1, wherein determining the offered service associated with the keyword further comprises:

determining a generic service related to the keyword; and

determining the offered service based upon the generic service.

3. (Previously Presented) The method of claim 1, further comprising if the offered service includes a bundle of two or more services, then determining a weighted value associated with the offered service based upon a technical weighting and a preference weighting associated with each of the two or more services of the bundle of services.

4-6. (Cancelled)

7. (Previously Presented) The method of claim 1, further comprising:

calculating maximum and minimum thresholds; and

comparing the maximum and minimum thresholds to a ratio of the technical weighting and the preference weighting to determine if the preference weighting is overriding the technical weighting.

8. (Cancelled)

9. (Previously Presented) The method of claim 7, further comprising adjusting or reducing the weighted value associated with the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

10. (Previously Presented) The method of claim 7, further comprising discarding the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

11. (Previously Presented) The method of claim 1, further comprising if the offered service includes a bundle of two or more services, calculating a comparison value for the offered service by adjusting the weighted value associated with the offered service.

12. (Previously Presented) The method of claim 1, further comprising outputting the offered service and information associated with the offered service to a processing device associated with a user.

13. (Currently Amended) A computer-readable medium comprising:

logic configured to search a database for a match between user input regarding a computer-related problem associated with a customer of a service provider and information in the database;

logic configured to obtain, as a result of the searching, a keyword from the information in the database;

logic configured to determine, based upon the keyword, an offered service, the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with a technical weighting comprising a technical utility of the offered service to resolve the computer-related problem, and a preference weighting comprising a stored predetermined value indicating a preference of the service provider to sell the offered service to the customer;

logic configured to determine a weighted value corresponding to the offered service, the weighted value being based, at least partially, upon the technical weighting and the preference weighting;

logic configured to prioritize the offered service based upon the determined weighted value; and

logic configured to generate a set of suggested services, ~~the set of suggested services~~ comprising the offered service.

14. (Previously Presented) The computer-readable medium of claim 13, further comprising:

logic configured to determine a generic service related to the keyword; and

logic configured to determine the offered service based upon the generic service.

15. (Previously Presented) The computer-readable medium of claim 13, further comprising logic configured to determine a weighted value associated with a bundle of two or more offered services based upon a technical weighting and a preference weighting associated with each of the two or more offered services, if the offered service comprises the bundle of two or more services.

16-17. (Cancelled)

18. (Previously Presented) The computer-readable medium of claim 13, further comprising:

logic configured to calculate maximum and minimum thresholds; and

logic configured to compare the maximum and minimum thresholds to a ratio of the technical weighting and the preference weighting to determine if the preference weighting is overriding the technical weighting.

19. (Previously Presented) The computer-readable medium of claim 18, further comprising logic configured to adjust or reduce the weighted value associated with the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

20. (Previously Presented) The computer-readable medium of claim 18, further comprising logic configured to discard the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

21. (Previously Presented) The computer readable medium of claim 13, further comprising logic configured to calculate a comparison value for the offered service by adjusting the weighted value associated with the offered service if the offered service includes a bundle of two or more services.

22. (Previously Presented) The computer-readable medium of claim 13, further comprising logic configured to output the offered service and information associated with the offered service to a processing device associated with a user.

23. (Cancelled)

24. (Currently Amended) A system for automatically facilitated marketing and provision of an electronic security service, the system comprising:

a cycler configured to search through a database to match user input regarding a computer-related security problem associated with a customer of a service provider with sales information in the database, and to provide a database-provided keyword from the information in the database and resulting from searching the database for the computer-related security problem; and

a service suggestion analyzer operatively coupled to the cycler, the service suggestion analyzer configured to:

determine, based upon the keyword, an offered service, the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with a technical weighting comprising a technical utility of the offered service to resolve the computer-related security problem, and a preference weighting comprising a stored predetermined value indicating a preference of the service provider to sell the offered service to the customer,

determine a weighted value corresponding to the offered service, the weighted value being based, at least partially, upon the technical weighting and the preference weighting,

prioritize the service based upon the determined weighted value, and

generate a set of suggested services, the set of suggested services comprising the offered service.

25. (Original) The system of claim 24, wherein the service suggestion analyzer further comprises an analyzer module, a servicer module and an output module.

26. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer comprises a psychological assistant module and a special deals interface module configured to provide special sales on time sensitive offers.

27.   (Previously Presented)   The system of claim 24, wherein the service suggestion analyzer is further configured to:

determine a generic service related to the keyword; and

determine the offered service based upon the generic service.

28.   (Previously Presented)   The system of claim 24, wherein the service suggestion analyzer is further configured to determine a weighted value associated with a bundle of two or more offered services based upon a technical weighting and a preference weighting associated with each of the two or more offered services, if the offered service comprises the bundle of two or more services.

29.   (Previously Presented)   The system of claim 24, wherein the service suggestion analyzer is further configured to:

calculate maximum and minimum thresholds; and

compare the maximum and minimum thresholds to a ratio of the technical weighting and the preference weighting to determine if the preference weighting is overriding the technical weighting.

30.   (Previously Presented)   The system of claim 29, wherein the service suggestion analyzer is further configured to adjust or reduce the weighted value associated with the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

31.   (Previously Presented)   The system of claim 29, wherein the service suggestion analyzer is further configured to discard the offered service if the ratio of the technical weighting and the preference weighting violates the maximum threshold or the minimum threshold.

32. (Previously Presented) The system of claim 25, wherein the output module is operatively coupled to the servicer module and the output module is configured to provide the offered service to a user via at least one member selected from the group consisting of: a display device of a processing device associated with the user, an auditory means including synthesized voice, and a paging device.

33. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer is further configured to calculate a comparison value for the offered service by adjusting the weighted value associated with the offered service if the offered service includes a bundle of two or more services.

34-35. (Cancelled)